

# 2021 IMPACT awards

CORPORATE  
VOLUNTEER  
COUNCIL



Wild *about*  
Impact

Presented by



Atlanta Gas Light



connect.  
inspire.  
impact.



# 2021 IMPACT awards

**10:15am**

Virtual Arrivals, Service Opportunity with Hands On Atlanta & Networking

**Supporting Our Students Through Hands On Atlanta's Discovery Program**

*Please be sure to have note cards, pens and an internet-accessible device on hand!*

If you would like to help by purchasing school supplies, please visit our registry at: <https://www.myregistry.com/organization/cvc-of-atlanta-atlanta-ga/2954302/giftlist>

## **Event Program**

**10:30am**

**CVC Welcome**

Cheryl Kortemeier  
*Executive Director, CVC of Atlanta*

Sydney Langdon  
*Director of Corporate Social Responsibility, WamenMedia  
Board President, CVC of Atlanta*

**Wild About Impact**

Crystal Edmonson, *Television host, BIZ*

**IMPACT Corporate Project Award**

Crystal Edmonson

**Presenting Sponsor Welcome**

Kimberly S. Greene  
*Chairman, President and CEO, Southern Company Gas*

**Keynote Address**

Dr. Lakeysha Hallmon  
*Founder, The Village Market*

**IMPACT Corporate Skills-Based Award**

Crystal Edmonson

**IMPACT Corporate Volunteer Program of the Year Award**

Crystal Edmonson

**Adjourn**

Cheryl Kortemeier

*Save the Date for next year's IMPACT Awards  
on Tuesday, September 13, 2022*



# 2021 IMPACT Sponsors

## Presenting Sponsor



## Platinum Sponsor



## Gold Sponsors



## Silver Sponsors

Deloitte   Hands On Atlanta   King & Spalding   LexisNexis Risk Solutions   Ryan   Wells Fargo

## Bronze Sponsors

AIDS Healthcare Foundation   Alston & Bird LLP   Apris   Atlanta ToolBank   Center Parc Credit Union  
Eversheds Sutherland   Frazier & Deeter   Kilpatrick Townsend   KPMG



### **Kimberly S. Greene**

Chairman, President and CEO, Southern Company Gas

Kim Greene is the chairman, president and chief executive officer of Southern Company Gas, the leading natural gas company in the industry. She ensures the safe and reliable delivery of natural gas to more than 4.2 million utility customers in Georgia, Illinois, Tennessee and Virginia. In addition, she oversees non-utility businesses that deliver value through energy-related retail products and services, wholesale gas services and gas midstream operations, including storage facilities and gas pipeline investments.

Greene is a strong voice in the energy sector, especially on issues related to safety, emerging technologies, innovation and STEM-related education. She is a respected thought leader and advocate for the future of energy – from national energy policy to the overall customer experience.





**Keynote Address**  
**Dr. Lakeysha Hallmon**  
*Founder, The Village Market*

Lakeysha Hallmon is a transformational leader and speaker. With over 15 years of experience in education, Dr. Hallmon has been a critical voice and advocate for creating empowering learning and work environments for students and employees and is deeply passionate about work efficacy and social-emotional learning.

In 2016, Dr. Hallmon founded the Village Market ATL and has been a catalyst in bringing national exposure to black-owned businesses. She has developed an economical vehicle that empowers the Black community through cooperative economics. The Village Market has facilitated over 4.2 million dollars to Black-owned businesses and have worked with hundreds of Black businesses across the United States and the Bahamas.



**Emcee**  
**Crystal Edmonson**  
*Broadcast Editor, Atlanta Business Chronicle*

Crystal Edmonson keeps her finger on the pulse of business in metropolitan Atlanta. As Atlanta Business Chronicle's Broadcast Editor, Crystal not only writes for the paper and its website, she also serves as a liaison to the Chronicle's radio and television partners. Crystal contributes local, in-depth stories about business and the economy to WABE 90.1 FM, a local NPR affiliate. You can also catch her on the radio providing business reports on the sports talk station, 680 the Fan. She regularly consults with the news staff at 11Alive to share local business news and insight from the Atlanta Business Chronicle's editorial team. And when the COVID-19 pandemic ramped up, Crystal launched the Chronicle's first weekly podcast which aired for a year. A new Atlanta Business Chronicle podcast is slated to launch later this year, stay tuned. . .

**2021 IMPACT**  
**planning committee**

The IMPACT Awards would not be possible without the generous contribution of time, talent and treasure by our volunteers. Please join the CVC in thanking this year's IMPACT Planning Committee:

**Chair:** Toccara Arnold Alam, KPMG

**Committee Members:**

- Lauren Abbott, *King & Spalding*
- Geneva Hall-Shelton, *IHG*
- Mary Lee Johnson, *Community Consultant*
- Sydney Langdon, *WarnerMedia*
- Kristie Madara, *Veritiv*
- Brittany Martin, *Ryan*
- Adam Meade, *Atlanta ToolBank\**
- Hannah Posthauer, *Frazier & Deeter*
- Reina Short, *Delta Community Credit Union*
- Sara Simonds, *Deloitte*
- Anne Webb, *Community Consultant*
- Lara Wagner, *Dell*
- Yvonne Whittaker, *NCR*
- Greta Wilson, *JLL*

\* Special thanks to Adam Meade for his graphic design support for IMPACT 2021!

**CVC of Atlanta Executive Committee:**

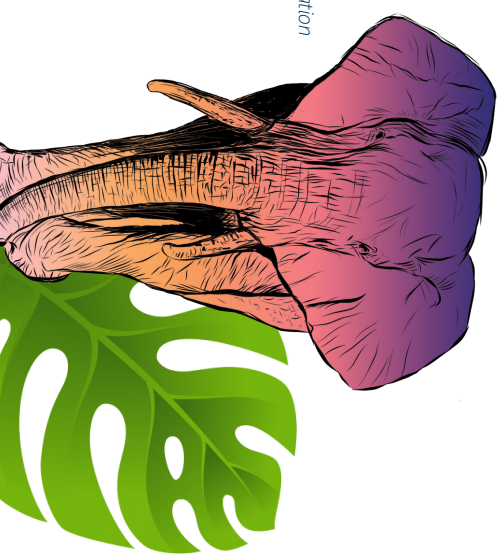
- President:** Sydney Langdon, *WarnerMedia*
- Vice President:** Inara Canady, *AIDS Healthcare Foundation*
- Secretary:** Reina Short, *Delta Community Credit Union*
- Treasurer:** Lauren Abbott, *King & Spalding*
- Immediate Past President:** Sara Simonds, *Deloitte*

**CVC of Atlanta Board Members:**

- Shawan Allen, *Cox Enterprises*
- Toccara Arnold Alam, *KPMG*
- Geneva Hall-Shelton, *IHG*
- Karl Jennings, *Deloitte*
- Brittany Martin, *Ryan*
- Lain Shakespeare, *Malchingp*
- Catherine Stranberg, *Inspire Brands Foundation*
- Lara Wagner, *Dell*
- Anne Webb, *Consultant*
- Yvonne Whittaker, *NCR*
- Greta Wilson, *JLL*

**CVC of Atlanta Staff:**

Cheryl Kortemeier, *Executive Director*



# 2021 IMPACT award finalists

## IMPACT Corporate Project Award

### Cox Enterprises

When COVID-19 closed Metro Atlanta schools, it also halted in-person corporate volunteering including the installation of an Outdoor STEAM Learning Lab slated for Harper-Archer Elementary School. Thanks to a partnership with Out Teach, Cox Enterprises called on employees to create the Outdoor Learning Lab from home, providing contactless pick-up of materials and instructions to build STEAM, environmental, earth science and life science stations. Once projects were completed, volunteers returned the learning features via contactless drop-off, and they were installed by the nonprofit project management team to bring the Outdoor Learning Lab to life. When students returned to campus, they discovered the new resources for hands-on STEAM learning.

### WarnerMedia

WarnerMedia has long hosted an annual, paid workday called WarnerMedia Volunteer Day. But then along came COVID-19. Rather than getting discouraged, the company persevered with a fully virtual, global event. WarnerMedia worked with individual nonprofits to create engaging projects tailored to each organization's goals and WarnerMedia employees' interests and skill sets. Employees were also invited to include family members and roommates in volunteer efforts for the first time. Offices from more than 30 countries around the world participated, and 61% of the participants hailed from Atlanta. Employees coached high school students in creating professional branding, recorded bedtime stories for children to encourage their love of reading, put together care packages for children in foster care, assembled hygiene kits for the homeless and more.

## IMPACT Corporate Skills-Based Award

### AT&T/Kilpatrick Townsend/WarnerMedia /Pro Bono Partnership Atlanta

When COVID-19 hit, many Georgia communities were disproportionately affected by the crisis. Pro Bono Partnership Atlanta brought together their corporate clients from AT&T, Kilpatrick Townsend and WarnerMedia to assist. These companies helped small Georgia nonprofits procure Paycheck Protection Program (PPP) loans or Economic Injury Disaster Loans (EIDL), so that they could continue serving clients throughout the pandemic. These companies created a pro bono legal clinic to help with the loan application process, training pro bono attorneys on eligibility and legal requirements for the federal loans. Eleven Georgia nonprofits secured more than \$575,000 in PPP and EIDL funds allowing them to continue offering essential services to the community.

### King & Spalding/Russell Innovation Center for Entrepreneurs (RICE)

In early 2021, King & Spalding formed a strategic partnership with RICE to empower Black entrepreneurs through pro bono legal counseling, a multi-year financial commitment and the launch of the reimaged "King & Spalding Think Tank." King & Spalding's IT department has also created a technology platform to help lawyers provide pro bono services to the entrepreneurs through one-on-one legal counsel, periodic presentations on legal topics and a digital video library of legal curriculum covering a range of business-related topics. To date, 60 lawyers have invested more than 200 hours of pro bono time.



## IMPACT Corporate Program of the Year

### Frazier & Deeter

Frazier & Deeter accounting offered employees in-person and virtual volunteering as well as giving opportunities this past year. It transitioned its Community Day to a week-long program to avoid large gatherings of people and created new ways for its people to donate to community partners. To engage and recognize employee involvement in the community, the firm also created a Microsoft Teams page where anyone can post testimonials, resources or ideas. The firms continued dedication to employee engagement despite COVID-19 illustrates Frazier & Deeter's long-time commitment to and deep culture of supporting community.

### JLL

JLL began its employee volunteer program 9 years ago and focuses on children/education, hunger/homelessness and health/wellness. Employees are offered paid time to volunteer and JLL Atlanta's EYP is used as a model in other markets. While the commercial real estate company faced challenges in 2020 and 2021 due to COVID-19 restrictions, it found ways for its team to volunteer at home. Employees packed donation kits with their families, filmed encouraging messages for seniors living in isolation in residential centers and volunteered at an urban farm and senior center in small groups, outdoors. They also adopted senior and child "angels" through the Angel Tree Program, virtually buying and shipping gifts during the holidays.

## Congratulations to all our IMPACT Awards finalists!

*IMPACT Awards are judged by an independent panel of national Corporate Social Responsibility (CSR) professionals. Applications are reviewed by our Judges and points are assigned and averaged using a category-specific scoring matrix.*



The Corporate Volunteer Council of Atlanta delivers business results by supporting members in their strategic commitment to workplace volunteerism and civic engagement.



We were disappointed that today's IMPACT Awards had to shift from in-person to a virtual broadcast. However, we know there are always silver linings if we look for them. The CVC is proud to share that we are partnering with Proof of the Pudding and Goodr to donate food that would have been served at today's event to feed nearly 200 hungry Atlantians.

## Save the Date! Upcoming CVC Programs and Events

The CVC plans to offer virtual and some hybrid programming for the remainder of 2021. We will continue to monitor COVID-19 rates and follow CDC guidance for in-person meetings. We care about the health and safety of our members and look forward to seeing you. Updates at [www.cvcofatlanta.org/events](http://www.cvcofatlanta.org/events).

### Fall Quarterly Meeting

Beyond Buzz Words: Equity in Action in the Workplace  
October 21st, 1:00 to 2:30pm

### New Member Networking Roundtable

November 3rd, 10:00 to 11:00am

### CVC Holiday Luncheon

December 7th, 11:30am to 1:30pm

**Please note:** We are also accepting nominations for the 2021 Carol D. Reiser Youth Service Award now through October 15th. Please share and encourage service-minded young people to apply today at [www.cvcofatlanta.org/reiseraward](http://www.cvcofatlanta.org/reiseraward)

CORPORATE  
VOLUNTEER  
COUNCIL



ATLANTA

connect. inspire. impact.

[www.cvcofatlanta.org](http://www.cvcofatlanta.org)

